

HOW TO USE SOCIAL MEDIA

The only thing more important than organizing a great event is marketing it. Imagine you've perfected every detail of your event — only to face an empty room on the big day. When it comes to marketing your event, social media is your hidden superpower.

STEP 1: GET FAMILIAR WITH THE MOST POPULAR SOCIAL NETWORKS



Facebook is the clear leader, but some of the other data may surprise you. Did you know Instagram has more users than Twitter? And that Snapchat has approximately double the monthly users of LinkedIn.

STEP 2: TAILOR YOUR CONTENT TO EACH SOCIAL NETWORK

Keep an open mind about your audience and what they might respond to before crafting a post. There are key differences between the audiences on different social networks. Here's how Buffer thinks about promoting content across social networks:

Facebook - Think “share” first. What will make your audience want to share your post?

Aim to spark emotions and interest with captions and headlines.

Twitter - Quick, witty, and eye-catching updates are your best friend.

Instagram - Which portion of your content is the most visually pleasing? Share that!

If there's none, try creating an image to share.

STEP 3: INCORPORATE IMAGES TO CATCH YOUR AUDIENCE'S ATTENTION

Adding images is one of the fastest ways to increase engagement, clicks, retweets, replies, and more with your posts. So, how can you incorporate images into your event's social media strategy?

Post to other social networks from Instagram: A Buzzsumo study of over 1 billion Facebook posts from 3 million brand pages found that images posted to Facebook via Instagram receive 23% more engagement than images published via Facebook itself.

Create engaging images with free online tools: You no longer have to be a designer to create brilliant and engaging social media images. Free online image editing tools like Pablo enable everyone even non-designers — to create beautiful images to help.

WHICH ONE SHOULD YOU USE?



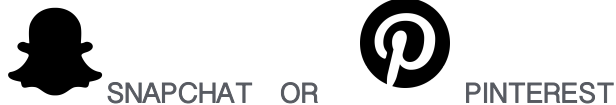
More than 70 percent of online adults actively use Facebook. It is far and away the most popular social network. Facebook is visited by 1.59 billion people around the world every day, including your potential attendees. But the News Feed is a crowded place for your event updates making it more important than ever to share posts that stand out. Facebook also has a popular Events feature that enables you to invite people, spread the word, and keep attendees up to date.



Quite likely, if your event draws a younger, tech-savvy crowd. Michelle Manafy of Inc. calls Twitter users “information junkies,” referring to a wide variety of information: technology, news, sports, marketing, journalism, and so on. Topical and timely posts work great on Twitter. Be aware that a tweet reaches its peak after 18 minutes, so you’ll want to post more frequently than on other networks.



Yes, if your event is especially photogenic. Organizing an artsy festival, a swanky food affair, or a beautiful performance? Instagram is a great way to use your photos. Instagram doesn’t support clickable links in the description of individual images, but you can put links in your bio. For that reason, it works great in a pairing with Facebook or Twitter.



Snapchat is incredibly popular among the 16-30 demographic, but it has a bit of a learning curve. One easy way to use Snapchat to build a strong connection with your audience? Create a geofilter for your event. For any photos taken using Snapchat at your event’s location, users can layer your filter over their pictures. Now Pinterest, if your events cater to women or focus on categories like food or DIY, you’ll likely find a demographic fit. That means it’s a great place to promote craft fairs, pop-up dinners, or cooking or art classes. You can also google “geofilter” to find out more information and instruction.



MEETUP

Meetup is about connecting people with something in common. From activities, you love and hobbies you want to try, to ways you identify yourself and who you want to be, a Meetup group is a community. A community of people who come together because they care about the same thing. Meetup helps you to meet offline easily and also help in saving your time and cost by inviting others and even find appropriate member for your group.



NEXTDOR

Nextdoor is currently being used in more than 160,000 communities across America. And while not as big as the major social platforms, Nextdoor is growing exponentially. Nextdoor is where you go to connect with your neighbors two blocks over, community services and local businesses. Nextdoor currently covers 75% of the country, facilitates more than 4 million daily messages sent between neighbors. Nextdoor requires users to verify their addresses. It's for neighbors. It's for planning garage sales. It's for planning block parties. It's for keeping the streets safe, increasing property values and making sure that people who live down the street or a few blocks down can call one another by their first names.

FACEBOOK COMMUNITY

Community Pages are a new type of Facebook Page dedicated to a topic or experience that is owned collectively by the community connected to it. Just like Official Pages for businesses, organizations and public figures, Community Pages let you connect with others who share similar interests and experiences. You can create a community page for your neighborhood or just for block parties in your neighborhood. However, there is no timeline and you cannot create an event.